

## REMARKS

This amendment is submitted in response to the Office Action mailed on October 19, 2004. Claims 1-24 are pending in this application. In the Office Action, Claims 1-2, 4, 6 and 8-10 are rejected under 35 U.S.C. §102 and Claims 3, 5, 7, 10-11 and 12-24 are rejected under 35 U.S.C. §103. In response, Claims 12 and 21 has been amended. This amendment does not add new matter. In view of the amendments and/or for the response set forth below, Applicants respectfully submit that the rejections should be withdrawn.

In the Office Action, Claims 1-2, 4, 6 and 8-10 are rejected under 35 U.S.C. §102(e) as anticipated by U.S. Patent No. 6,189,944 to Piche ("*Piche*"). Applicants respectfully disagree with and traverse these rejections for at least the reasons set forth below.

With respect to Claim 1, *Piche* fails to disclose a number of features of the claimed invention. For example, *Piche* fails to disclose a biological sampling analysis and handling area. Instead, the hand sink 22 disclosed in *Piche* is said to be equivalent to the biological sample analysis and handling area. However, *Piche* fails to disclose the sink as having a biological sampling analysis capability or even teach or suggest it being used in such a manner. Further, *Piche* fails to disclose a product additive storage area. Although element 10 is said to be equivalent to the product additive storage area, it actually refers to an engine compartment which is specifically designed and used only for water storage. See, *Piche*, column 3, lines 38-44. Further, *Piche* does not teach or suggest that the engine compartment can be or is used to store anything else besides water. For the reasons discussed above, Applicant respectfully submits that Claim 1 and Claims 2-11 that depend therefrom are novel, non-obvious and distinguishable from the cited reference.

Accordingly, Applicant respectfully requests that the rejection of Claims 1-2, 4, 6 and 8-10 under 35 U.S.C. §102(e) be withdrawn. The patentability of Claim 1 renders moot the obviousness rejection of Claims 3, 5, 7 and 10-11.

In the Office Action, Claim 12 was rejected under 35 U.S.C. §103 as being unpatentable over U.S. Patent No. 6,358,546 to Bebiak et al. ("*Bebiak*") in view of U.S. Patent No. 6,291,533 to Fleischner ("*Fleischner*"). Applicants believe the rejection is improper and traverse for at least the reasons set forth below.

Claim 12 has been amended to include the step of providing a kiosk including at least one of a consumer interaction station, an analysis station and a workstation. Contrary to the claimed invention, *Bebiak* fails to disclose or suggest anywhere in the specification using a kiosk for marketing a customized pet food product. Similarly, *Fleischner* fails to disclose or suggest the use of a kiosk for marketing. As a result, the combination of *Bebiak* and *Fleischner* do not teach, suggest, or even disclose the claimed invention, and thus, fails to render the claimed subject matter obvious for at least these reasons. For the reasons discussed above, Applicants respectfully submit that Claim 12 and Claims 13-19 that depend respectively therefrom are novel, non-obvious and distinguishable from the cited reference.

Accordingly, Applicant respectfully requests that the obviousness rejection with respect to Claim 12 be reconsidered and the rejection be withdrawn. The patentability of Claim 12 renders moot the obviousness rejections of Claims 13-19.

In the Office Action, Claim 20 was rejected for similar reasons set for in Claims 1, 12 15, 17 and 18. Applicants believe this rejection is improper and traverse for at least the reasons set forth above. Accordingly, Applicant respectfully requests that the obviousness rejection with respect to Claim 20 be reconsidered and the rejection be withdrawn. The patentability of Claim 20 renders moot the obviousness rejections of Claims 21-24.

For the foregoing reasons, Applicant respectfully requests reconsideration of the above-identified patent application and earnestly solicit an early allowance of same.

Respectfully submitted,

BELL, BOYD & LLOYD LLC

BY 

Robert M. Barrett  
Reg. No. 30,142  
P.O. Box 1135  
Chicago, Illinois 60690-1135  
Phone: (312) 807-4204

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